



Creative products that shape the future.

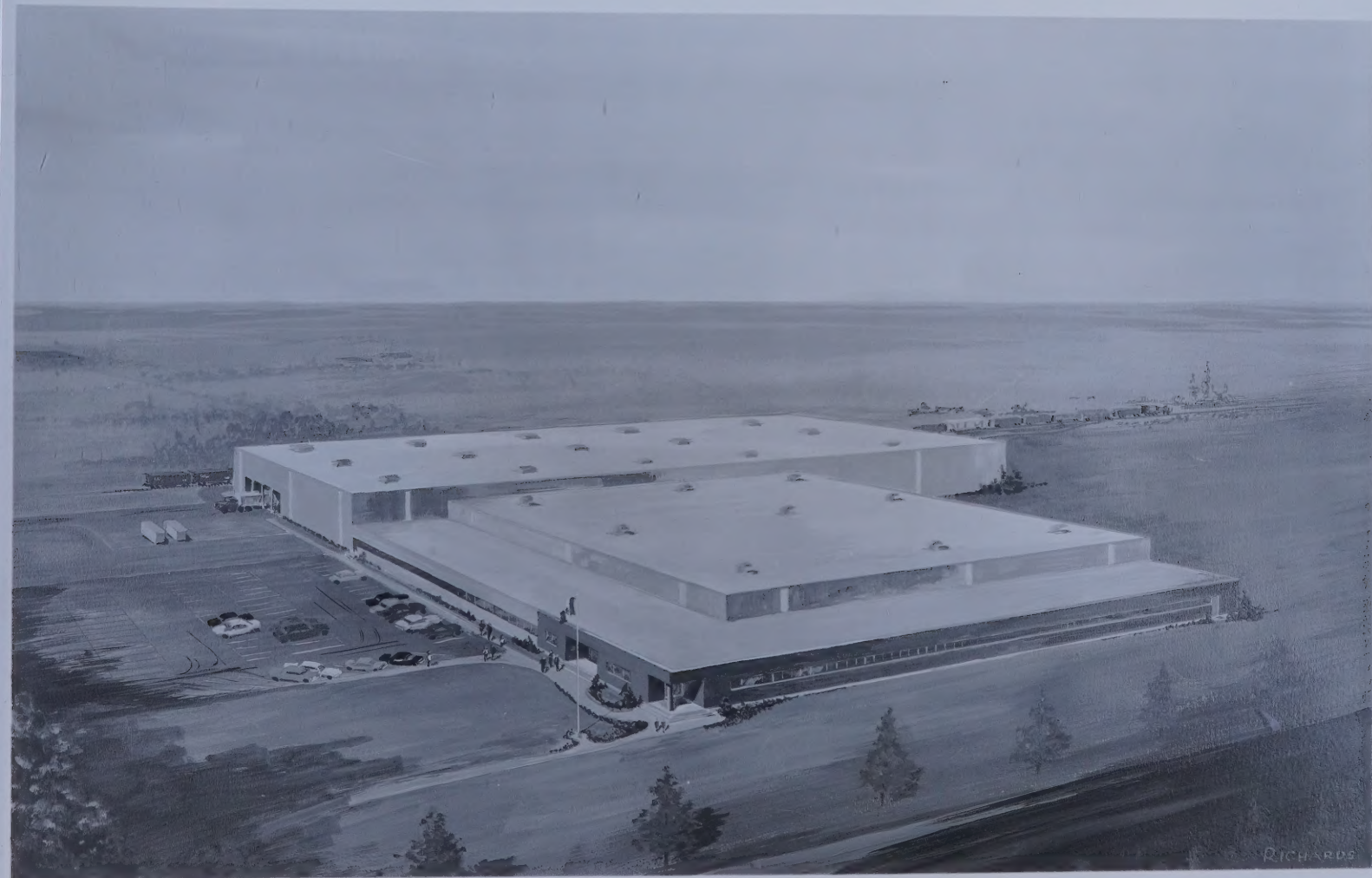
**American Can Company
of Canada Limited**

News Release

AR54

CAPTION

THE AMERICAN CAN COMPANY OF CANADA LIMITED'S NEW PLANT, under construction in Airport Industrial Park, Malton, will be Canco's seventh can-making facility when completed early in 1966. It will have four can-making lines for beer, soft drink and pressure cans with an ultimate capacity of seven lines. The new plant will employ between 50 and 75 persons. The public was officially introduced to the new facility at a Foundation Day ceremony Thursday.



"Credit: AMERICAN CAN COMPANY OF CANADA LIMITED"

AMERICAN CAN COMPANY OF CANADA LIMITED

TORONTO "FOUNDATION DAY"

Luncheon Remarks

Mr. Frank J. Graziano
Vice President & General Manager
Canco, Glass & Plastic Products Group
American Can Company

Thank you once again Gerry.

The Rev. Mr. Billingsly, the Honourable Minister
Davis, Reeve Speck.

Honoured Guests, Ladies and Gentlemen.

It's my pleasure...if not yours...for me to
have the opportunity to greet and share some thoughts
with you for the second time today.

The site which we have dedicated through our
"foundation day" ceremonies just before lunch is, as

I said earlier, our seventh facility in Canada. en.
Seven, that is, for the American Can Company of
Canada. seven hundred and fifty-four Canadians are

Gerry McVean asked if I would mention something
to you today about our other activities here. and its

We are not, and haven't been for some time, just
a can company. We're proud of our name the American
Can Company of Canada and have decided that though we
now produce just about every product available for
packaging...paper...paper consumer products...and a
number of sophisticated chemicals we'll retain the
solid name of American Can and try to explain our breadth
through conversations such as those we're having with
you today. impress you with our size or importance but

In Canada we manufacture metal and plastic tubes
which carry the trade name Sun Tube. A variety of paper
and paper packaging products are produced by our Marathon
group. Dixie, the name which has grown to be a synonym
for paper cups, is also an important segment of our

company's total Canadian participation. And then, of course, there is M&T Chemicals. In all, three thousand, seven hundred and fifty-four Canadians are producing our products at twelve plants.

The American Can Company, as an entity, and its subsidiaries employ some forty-six thousand, six hundred people in one hundred thirty-nine plants and facilities and more than one hundred sales offices. We manufacture more than one thousand, seven hundred different consumer and industrial products from metal, paper, plastics and glass. We operate twelve research laboratories and two data computing centres.

Our reason for citing this litany of statistics is not to impress you with our size or importance but to form the backdrop for a subject which I believe is as important to your personal economy as it is to your country's and mine.

Packaging only represents the demands or anticipated demands of a buying public. It also requires that the personal economy be such that improvements and greater

convenience in packaging can be afforded. Many of the products we are manufacturing today were not on the shelf ten years ago or even in Nineteen-Sixty. This acceleration will continue. All economic benchmarks point to graph bars that are reaching the top of our current charts.

Such an affluent society can, however, exist only in an atmosphere of greater efficiency, experimentation and planning. There is a fourth element. That of the person who is willing and trained to take the long chance.

Our company, large and diversified as it is, will not be able to continue at its present rate of growth if it does not possess the people...both inside and out... who are willing to put their knowledge and training on the line. Who are willing as employees or customers to risk their security on what your wife or mine may be buying today or five years from today.

How does this have a pertinency to our sharing words and thoughts with each other today on the occasion of the establishment of a can plant near Malton. We of American know there is a relationship because we're putting a lot on the line with the building of this facility here. Gerry McVean and Bill Henderson know that it won't be an easy thing to explain if we suddenly have enough cans in our warehouse to pave the runways of the Toronto International Airport across the way.

We do feel, and our studies confirm our reactions, that Toronto's growth and that of the area which spokes from its hub will continue to see unprecedented growth. You might say that we're taking an easy risk on this one. After all Ontario is the most densely populated, thriving and industrialized area of Canada...its richest market.

I would say no. Again, we're trying to anticipate growth. Four lines will operate at the site we visited this morning. We're ready to add an additional three

lines as soon as the predicted orders call for it. Also, we've already expanded our operations at Simcoe. Other expansions will follow the pattern of Canadian growth.

As a visitor to your country I would not have the audacity to suggest solutions to your problems any more than you would suggest corrective measures for the United States and we have a few problems of our own.

I would, however, say the similarities between us far outweigh our differences. One of these similarities is our mutual desire to provide our families with the best life possible.

We think our expansion here at Toronto and the continued high operation of our facilities at such places as Hamilton, Simcoe, Chatham, Montreal, Vancouver and Niagara Falls can be of mutual benefit. Our Dixie, Marathon, M&T and Sun Tube activities may also assist.

Ninety-five percent of all of our materials are purchased from Canadian sources of supply. The vast

majority of our employees are Canadians.

You know that after sixty-one years here we're not in-and-outers. Our desire is to help build a strong and expanding market for Canadian goods and services. We want to pay a wage in a profit pattern that will induce employees to stay on the line and in Canada. We want to attract new people for you and us. In effect, we wish to contribute to, and benefit from your...from our mutual growth.

We are the followers and you are the leaders. Please believe me when I say this is not a gratuitous statement. You are going to build the growth pattern. We can contribute. You are going to attract the industry and people. We can help supply industry with product and hire the people. You are going to call the tune, and we wouldn't have it any other way.

We intend to continue to produce a quality Canadian product with raw materials from Canada and skilled Canadians running the lines. We want the dollars to

work for you and us here. We would appreciate your help.

Please accept my sincere thanks for your warm hospitality.

Thank you.

#

AMERICAN CAN COMPANY OF CANADA LIMITED

TORONTO "FOUNDATION DAY"

Ceremony Remarks

Mr. Frank J. Graziano
Vice President & General Manager
Canco, Glass & Plastic Products Group
American Can Company

Thank you Gerry.

The Rev. Mr. Billingsly, the Honourable Minister
Davis, Reeve Speck.

Honoured Guests, Ladies and Gentlemen.

Some of you may wonder why all this fuss about
the placing of a foundation for a can plant. Why not
just build the plant and get on with the making of our
beer, soft drink and pressure cans?

Once you do get on with the business of the day

there doesn't seem to be either the opportunity or time to thank those who have encouraged you to move ahead with a venture. Those who have helped you to obtain the right site at a fair price. Those who have recommended what information should be provided local government concerning your water needs, power and the like. Those who have said where the contractor and craftsman you'll need may be contacted. In total, those who have said, "we'll help you to help yourselves."

This "foundation day" then is our opportunity to say "thank you" to the many individuals and officials and firms that have helped make the start of this fifth American Can facility in the Province of Ontario, and the seventh in Canada, possible.

While to mention is to omit, I would like to thank particularly the Township of Toronto, Reeve Speck and his Industrial Commissioner Bill Courtney. The Provincial government has also made all of our problems seem as if they were minor ones indeed.

The building of a new facility or plant, of course, involves something much more important than concrete, steel and machinery. It is the people who will make this new expansion a practical business venture. Our people such as Gerry McVean, vice president of the American Can Company of Canada Limited, and Bill Henderson our manager of field sales. Then there are the people -- we think they are true craftsmen -- who will make the containers; those who will sell them; and, most important of all, the customers who will buy our product if we are able to deliver quality at a reasonable price. Our experience should help here.

Before we turn to Reeve Speck and the Honourable Davis for their important remarks let me just share this with you if I may.

We are proud that the American Can Company of Canada Limited in our sixty-one years here has been able to contribute to the Canadian economy. We now employ two thousand ninety-nine people in our can

operations alone. Sister companies and operations such as Sun Tube, Marathon, Dixie and M&T Chemicals also play their role in the growth of this wonderful country.

The products manufactured at this plant and the other Canco facilities are truly Canadian products -- from the labour and raw materials to the finished can. This new plant is further proof of the faith of the American Can Company of Canada Limited in this country's unlimited future and our dedicated desire to continue to be part of that future.

Thank you.

#

